

ABSTRACT OF THE DISCLOSURE

There is disclosed a method of starting up an information processing apparatus which is capable of introducing a variety of elements into an image that is displayed when the information processing apparatus is started up according to a boot sequence. A memory card comprises a flash memory for storing boot data to be executed according to a boot sequence of the information processing apparatus, and a CPU having a transmitting function to transmit the boot data from the flash memory to the information processing apparatus and a control function to manage data. The boot data comprises a startup image display program for displaying a startup image when the information processing apparatus is started up, or its startup image data.

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